

### **REMARKS**

Claims 18-42 are pending in the present application. Claims 1-17 have been canceled, and claims 18-42 have been added. Claims 18-42 are supported by the specification. No new matter has been added. Further consideration and allowance of the present application is respectfully requested in view of the amendments to the claims, and the following remarks.

#### **Amendments to the Specification**

Applicant has amended the specification to correct typographical errors. No new matter has been added.

#### **The Claim Rejections**

Claims 1-2, 4, 6-7, 11, 13, 15, and 17 were rejected pursuant to 35 U.S.C. 102(e) as being anticipated by U.S. Patent No. 7,039,928 to Kamada et al. (hereinafter "Kamada"). In addition, Claims 3 and 12 were rejected pursuant to 35 U.S.C. 103(a) as being unpatentable over Kamada in view of U.S. Patent No. 5,901,306 to Nakano et al. (hereinafter "Nakano"). Also, Claims 5, 8, 14, and 16 were rejected pursuant to 35 U.S.C. 103(a) as being unpatentable over Kamada in view of U.S. Patent No. 6,757,906 to Look et al. (hereinafter "Look"). Further, Claim 9 was rejected pursuant to 35 U.S.C. 103(a) as being unpatentable over Kamada in view of U.S. Patent No. 3,947,624 to Miyake (hereinafter "Miyake"). Finally, Claim 10 was rejected pursuant to 35 U.S.C. 103(a) as being unpatentable over Kamada in view of U.S. Patent No. 5,721,583 to Harada et al. (hereinafter "Harada").

Applicant has canceled claims 1-17, and new claims 18-42 are not taught, suggested, or disclosed by the cited references. For example, Claim 18 describes a second storage unit configured to store the user identification information together with related attribute information, a fourth communication unit configured to receive the viewing history from the receiver, and a calculation unit configured to calculate an attribute-specific audience rating based on the received viewing history and the related attribute information. The cited references, on the other hand, fail to teach or suggest a storage unit that stores user identification information together with related attribute information, and a calculation unit configured to calculate an attribute-specific audience rating on the basis of received viewing history and the related attribute

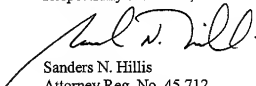
information as described in Claim 18. In fact, all of the cite references are silent and wholly unconcerned with related attribute information stored together with user identification information.

In another example, Claim 30 describes a mobile station comprising a wireless communication unit configured to wirelessly communicate voice communication or data communication over a mobile communication network comprising a plurality of base stations and a switching center, the voice communication or data communication comprising communication of a mobile station identifier. Claim 30 also describes that the mobile station comprises a transmitting unit configured to communicate a control signal with a predetermined signal format that comprises an instruction command, a detailed instruction, and the mobile station identifier. None of the cited references either alone or in combination teach or suggest a mobile station comprising a wireless communication unit and a transmitting unit both configured to communicate the same mobile station identifier as described in Claim 30.

In another example, Claim 36 describes a receiver comprising a mobile station identifier storage unit configured to pre-store a plurality of mobile station identifiers of a respective plurality of mobile stations of respective users that are authorized to control the receiver, and a signal interpretation unit configured to confirm that the mobile station identifier included in the control signal matches one of the mobile station identifiers stored in the mobile station identifier storage unit. None of the cited references describe users that are authorized to control a receiver, a mobile station identifier included in a control signal, or a signal interpretation unit configured to confirm that a mobile station identifier included in the control signal matches one of the mobile station identifiers stored in a mobile station identifier storage unit as described in Claim 36.

For at least the foregoing reasons, Claims 18, 30, and 36, and the claims dependent therefrom are patentable over the cited prior art. Thus, the presently pending claims of this application are allowable over the cited references, and Applicant respectfully requests the Examiner to so find and issue a Notice of Allowance for this application. Should the Examiner deem a telephone conference to be beneficial in expediting allowance/examination of this application, the Examiner is invited to call the undersigned attorney at the telephone number listed below.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Sanders N. Hillis", written over the typed name.

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SNH/dlh

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